



CHARLOTTE

2016 NEIGHBORHOOD BOARD RETREAT



Shannon Park

Hosted by City of Charlotte Neighborhood & Business Services at Johnson C Smith University

2016 Board Retreat

On Saturday March 19th, 2016, the board members of the Shannon Park neighborhood participated in the Neighborhood Board Retreat facilitated by the City of Charlotte and hosted at Johnson C Smith University. The following board members participated in the retreat:

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Purpose

- Generate meaningful conversations around improving quality of life in our community
- Set clear goals and priorities for the upcoming year(s)
- Develop a vision and strategic priorities for our community

To receive this credit we'll submit our completed Vision to Action Idea Development Plan Workbook with our NMG request. This credit will expire following the June 1, 2016 NMG application deadline.

Our board retreat was conducted by trained facilitators tasked to keep our conversations on-task, productive, and focused on achievable objectives. The process was designed to help capture the best of the past, the best of the present, and how we can add to our strengths to build a better future. The focus was:

- 2

The agenda for the day was as follows:

- Introductions
- Where Have We Been? Where Are We Going?: Arrow Activity
- Where We Want to Be: Vision Statement Exercise
- Seeing the Forest through the Trees: Developing Strategic Priorities
- Working Lunch – The Year Ahead
- Idea Development – Time for participants for develop an action plan for goal achievement.

Where Are We Going, Where Have We Been?

We began our day with paired interviews, using the “Where Are We Going, Where Have We Been?” activity. The activity was intended to help us reflect on:

- What we value
- What are the best things about our community and the people who live here
- What are our past successes
- Where are the potentials and possibilities

After interviewing our partners we shared our discussion with the group, finding commonalities in our conversations.

Where We Were: Reflecting on our past, what were some of the best/worst moments?	Where We Are: Why would or wouldn't a person/business want to move into our community?	Where We Want to Be: If you could make 3 wishes to make our community flourish, what would they be?
<p>1980's</p> <ul style="list-style-type: none"> • Diversity (white & people of color), homes well kept, good schools, stores & mall. Low crime rate <p>1995</p> <ul style="list-style-type: none"> • Flight, stores closing, more “choice” schools, low crime, community participation started to decrease <p>Up to 2015</p> <ul style="list-style-type: none"> • Foreclosures, decreased participation, more renters, increase in Hispanic population, not family oriented 	<p>Challenges</p> <ul style="list-style-type: none"> • Drugs, crime, noise • Income opportunities low for businesses • People are moving out • Lack of resources • Language barriers <p>Assets</p> <ul style="list-style-type: none"> • Affordable real estate • Good location • Public transportation • Mature neighborhood • Neighbors care • Diverse audience 	<ul style="list-style-type: none"> • Homes, not houses • SAFE • Involved community-residents, businesses & churches • Community pride “own it” • Clean • Growth, people moving in • Home ownership • Multi-generational • Stores and businesses • More families

Our Vision

Our vision is the unifying statement for our community that will guide our decision making and reminds us of what we are trying to reach. It is based on our shared values and preferences for our community's future. It combines the best of what was, what is, and what could be.

OUR VISION:

FOSTERING AN ATTITUDE OF NEIGHBORHOOD SPIRIT
AND INVOLVEMENT. PROMOTE A CLOSER
ASSOCIATION AND COOPERATION AMONGST CITY &
COUNTY GOVERNMENT. ENCOURAGE HIGH
STANDARDS IN CONSTRUCTION AND UPKEEP OF
BUILDINGS AND PROPERTIES.

Strategic Priorities

After committing to a shared vision, the board began to brainstorm on strategic priorities. This is where we began to define what is most important to us in order to achieve our vision. Strategic priorities are initiatives that will help us move closer to our vision of our community. The idea is to focus on a few things and do them very well as opposed to many things and missing the mark.

We started out thinking big and then narrowed down our focus using the Affinity Mapping Process, detailed below:

- Grab some sticky notes from the table. Keeping the vision statement in mind, write down as many of the following as you can think of, one per sticky note:
 - Current action items getting you closer to our vision.
 - Possible priorities/actions items to get us closer to our vision.
- Place the sticky notes on the wall.
- Organize the ideas by natural categories, once everyone agrees on the groups, give each one a name.



This activity led us to the following ideas being identified as important within our community:

- **Board Development**
 - Get the word out about the association
 - Increase membership
 - Work to develop Block Captains or Community Coordinators
- **Build Community by hosting a block party**
 - Block party notes
 - Have sign-up sheets
 - Promote cultural engagement
 - Share message of inclusion
 - Provide written materials in two languages
 - Develop survey to include contact information, interest & concerns
 - Have food, music, partners, giveaways, City services and drawings
- **Identify Resources**



Each participant was provided three (3) stickers to be used for voting. Stickers could be placed all on one or two items or shared amongst all of the ideas identified. The three categories receiving the most votes are the strategic priorities that are most important for us to begin working on to achieve our vision, these are:



Action Items for 2015-2016 The three activities selected as most impactful toward achieving our strategic priorities are activities in 2015-2016 are:



2016 Neighborhood Board Retreat Summary

SHANNON PARK

OUR VISION:

FOSTERING AN ATTITUDE OF NEIGHBORHOOD SPIRIT AND INVOLVEMENT. PROMOTE A CLOSER ASSOCIATION AND COOPERATION AMONGST CITY & COUNTY GOVERNMENT. ENCOURAGE HIGH STANDARDS IN CONSTRUCTION AND UPKEEP OF BUILDINGS AND PROPERTIES.

TO HELP US REACH OUR VISION; WE WILL FOCUS ON THREE STRATEGIC PRIORITIES:

1

Build Community

2

Build Community

3

Identify Resources

IN 2015-2016, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

Plan a block party

Increase membership

Engage community with
new resources



Parking lot items:

More Data on Quality of Life Explorer – Request a speaker on this topic by visiting needaspeaker.charmeck.org, e-mail needaspeaker@charlottenc.gov or call 704-336-5849

Rental Property Registration- the Residential Rental Registration and Remedial Action was enacted in 2012. More information including FAQ's can be found at <http://charmeck.org/city/charlotte/CMPD/resources/Ordinances/Pages/RentalOrdinance.aspx> or by calling 311.

Identify CMPD Community Coordinator-Shannon Park is in CMPD's North Tryon Division, the Captain is Rob Dance, 704-353-111- or rdance@cmpd.org

What does NMG cover? Review the program guidelines at charlottenc.gov/nmg or call 704-336-2929. Send photos taken

Resources to Get Started- You’ve rolled up your sleeves and established your vision, the following resources may assist your organization in achieving your goals. Links and contact information are provided for information only and are subject to change.

Project	Getting Started	Resources
Project #1 Host a block party	<ul style="list-style-type: none"> Plan a great party for your neighbors 	<p>Neighborhood Block Party Planning Toolkit- http://bit.ly/1TSlaZI</p> <p>Temporary Street Closure Procedures and Approval- Charlotte Department of Transportation (CDOT) http://charmeck.org/city/charlotte/Transportation/Pages/Home.aspx</p> <p>Noise/Sound Permit Information – CMPD http://bit.ly/1OSUOdQ or call 311</p> <p>National Night Out- Nationwide event held each August, find details and resources at natw.org/</p> <p>Festival & Special Event Funding – Neighborhood Matching Grants charlottenc.gov/nmg or call 704-336-2929 to determine eligibility or learn program details (food is an eligible expense but can be used toward the required match)</p> <p>Charlotte Community ToolBank - offers low-cost large & small hand and power tool rental, trash receptacles, tables, chairs, projector and screen, generators, etc. Visit charlotte.toolbank.org or call 704-469-5800 to view their inventory and make reservations</p>
	<ul style="list-style-type: none"> Explore funding options 	<p>Neighborhood Matching Grants (NMG) Program - Charlotte’s NMG Program can provide grants of up to \$25k to eligible neighborhood organizations for community improvement projects. To determine eligibility or learn program details please visit charlottenc.gov/nmg or call 704-336-4594</p> <p>Arts and Science Council- provides grants for cultural festival. Find info at http://www.artsandscience.org/grants/grants-for-organizations/cultural-festival-grants/ or call 704-333-2ASC (2272)</p> <p>The Foundation for the Carolinas- provides Front Porch Grants to build a sense of community in neighborhoods http://www.fftc.org/page.aspx?pid=663</p>
Project #2 Increase membership through increased meeting attendance	<ul style="list-style-type: none"> Start a welcoming committee to get the word out 	<p>Start a neighborhood welcome committee: http://www.volunteerguide.org/hours/service-projects/welcoming-committees</p>
	<ul style="list-style-type: none"> Incorporate speakers at neighborhood meetings 	<p>Free meeting/event Speakers 45+ topics- Need A Speaker Speakers Bureau – visit needaspeaker.charmeck.org, e-mail needaspeaker@charlottenc.gov or call 704-336-5849</p>

	<ul style="list-style-type: none"> Enhance your meetings via neighborhood meeting facilitation tips 	<p>Committee organizing tips - www.mycommittee.com/BestPractice/Committees/Startingacommittee/tabid/244/Default.aspx</p> <p>Meetings tips for neighborhoods - http://nacok.org/association-tools/effective-meetings/ or www.neighborhoodlink.com/article/Association/Effective_Meeting_Agenda</p> <p>Make signs to announce upcoming meeting- Make re-useable yard signs to announce meetings</p> <p>Set up a conference call option for meetings to increase accessibility- www.freeconferencecall.com</p> <p>Create a neighborhood newsletter- Mail Chimp Free online newsletter creator to announce events www.mailchimp.com</p> <p>Effective Tips for Engaging Stakeholders: www.artscapediy.org/Creative-Placemaking-Toolbox/Who-Are-My-Stakeholders-and-How-Do-I-Engage-Them/A-Guide-to-Engaging-the-Community-in-Your-Project.aspx</p> <p>Invite your City Council representative to a meeting: charmeck.org/city/charlotte/CityCouncil/Pages/default.aspx</p> <p>Survey residents regarding priorities and interests – Free online survey tool: www.surveymonkey.com</p> <p>Sample neighborhood survey: http://www.santacruzneighbors.com/files/form_sampleneighborhoodsurvey.pdf</p>
	<ul style="list-style-type: none"> Celebrate current participants 	<p>Neighborhood Volunteer Appreciation Ideas - visit http://bit.ly/1L6ok8H</p>
Project #3 Identify resources	<ul style="list-style-type: none"> Grant Opportunities 	<p>Neighborhood Matching Grants (NMG) Program - Charlotte’s NMG Program can provide grants of up to \$25k to eligible neighborhood organizations for a wide variety of board development and community improvement projects. To determine eligibility or learn program details please visit charlottenc.gov/nmg.</p> <p>Keep Charlotte Beautiful – offers an annual beautification grant. Visit kcb.charmeck.org or call 704-353-1235</p> <p>The Foundation for the Carolinas- provides Front Porch Grants to build a sense of community in neighborhoods http://www.ffc.org/page.aspx?pid=663</p>
	<ul style="list-style-type: none"> Beautification resources 	<p>TreesCharlotte NeighborWoods program- Provides free trees to neighborhood organizations via community treestores. A minimum of 100 trees per neighborhood is preferred. Visit http://treescharlotte.org/volunteer/neighborwoods/ or call 980-221-7323</p> <p>Keep Charlotte Beautiful (KCB)- KCB volunteers have been helping to keep Charlotte clean & beautiful since 1974. Visit kcb.charmeck.org or call 704-353-1235 to learn how to Adopt a City Street (AACS), participate in a Great</p>

		<p>American Clean-Up event or to learn tips and borrow supplies for your next neighborhood clean-up.</p> <p>Charlotte Community Tool Bank- offers low-cost rental of large and small hand and power tools, trash receptacles, tables, generators and other items. Visit charlotte.toolbank.org or call 704-469-5800 to view their inventory and make a reservation.</p>
	<ul style="list-style-type: none"> Communication Resources 	<p>Facebook – Facebook.com provides free pages for individuals and organizations. Information is generally publically accessible, be sure to check your settings to ensure your page meets your intended specifications. Posts can be scheduled in advance using sites like hootsuite.com</p> <p>NextDoor- Create a private social network for people who live within your neighborhood Nextdoor.com. Also allows event promotion.</p> <p>Twitter- Twitter.com allows your organization to tweet short statements about events and interesting information. Tweets can be scheduled in advance using sites like hootsuite.com</p> <p>Instagram- online photo-sharing, video-sharing, and social networking service, visit Instagram.com</p> <p>Neighborhood Link – provides free, basic website design and hosting services, visit neighborhoodlink.com</p>

Your community is located within Charlotte’s North East Service Area, your staff contacts for following up and community assistance are:

Charlenea Duncan, Community Engagement Specialist	John Short, Community Engagement Lead
cduncan@charlottenc.gov or 704-336-2173	jshort@charlottenc.gov or 704-336-3862

